

DALLAS

OFFICIAL PUBLICATION *of the* DALLAS CHAMBER of COMMERCE

Vol. 9 No. 1

JANUARY 1930

Price 15 Cents



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More Than A MILLION AND A HALF Lines Gained!

More than 1,500,000 LINES more advertising published in 1929 than in 1928. An average of more than *twelve pages a week* gained for the full year. That's The News' and Journal's record for last year.

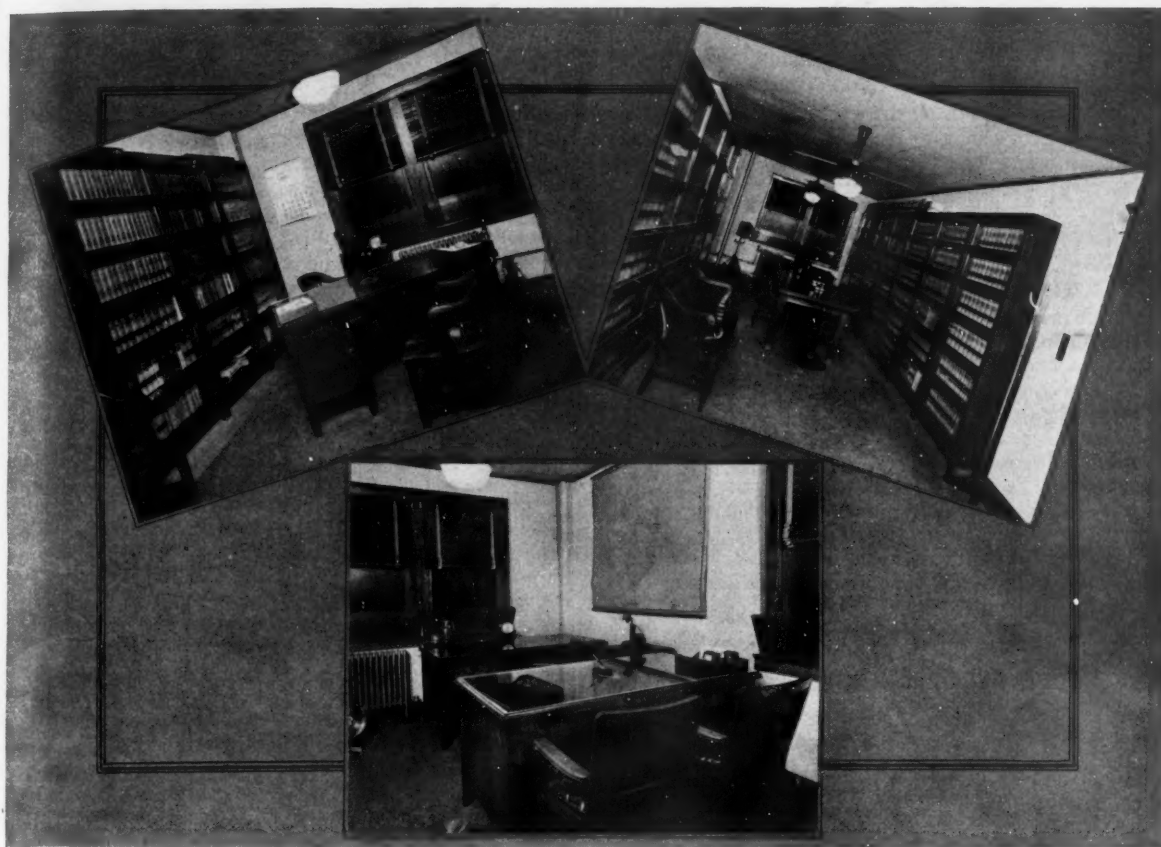
The News Gained 809,629

The Journal Gained 731,694

The gains continue....advertisers are giving daily proof of their growing confidence in these two papers....Proof that increased circulation....ever-better newspaper quality....unassailable confidence and prestige mean greater and greater advertising returns.

The Dallas Morning News
THE DALLAS JOURNAL

Visits to Business Leaders



Private Offices Legal Department Central Southwest Utilities Co.

PRINTERS
STATIONERS
LITHOGRAPHERS

A wise selection of handsome yet not gaudy equipment, on the part of the executives of the Central Southwest Utilities made these neat, efficient offices and this elegant library possible.

We are proud of the part we played in carrying out the ideas of this great organization.

Clarke & Courts would like to show you how well their equipment will work in your office layout.

CLARKE & COURTS

Everything for Your Office

1506 Young St.

Phone 2-4164

ADVERTISING The Voice of Business

This is the fifth of a series of editorials written by members of the Dallas Advertising League on the general subject of "Advertising" in Dallas

By WILL S. HENSON, Vice-President
Texas Publication House, Inc.

CIVILIZED countries of all the world have sent their engineers and economists to America to learn our secrets of prosperity and high standard of living. "Mass production", has been the unanimous verdict. "Americans," they report, "have brought into being a machine age whose devices multiply the production of the individual ten, a hundred, or a thousand fold."

All of this is true, but there is more to the story. The products that are made must be sold. While our production engineers are devising means of increasing the output of the man, our sales engineers must find markets for this increased production. Mass selling must march hand in hand with mass production—and advertising is the tool, implement or device by which mass selling is attained. Some of our economists make so bold as to assert that without the science of advertising, as it is now practiced by business, we would not have mass production; that advertising creates demands which in turn speeds up production through the medium of necessity. But, perhaps, this is like the time honored argument about the hen and the egg. Mass production and mass selling are the Siamese twins of business, one and inseparable.

Advertising is the voice of business. It is the means by which men and institutions project products or services into the lives of thousands or millions, quickly, economically. There are many products today which have universal acceptance, which are household words; yet which had not been heard of by the public a brief three, four, or five years ago.

By experience, business men know what to expect from advertising just as a doctor knows the reaction of a dose of a certain kind of medicine. Factories are built, sales organizations recruited and trained, and the machinery of distribution set into motion; hundreds of thousands or even millions of dollars are spent on a new product before the public becomes aware that such a product has been conceived. A new breakfast food is perfected today, and tomorrow it will be on the breakfast tables of the world, thanks to the speed and accuracy of the advertising projectile.

For thousands of years the method of making paint had not varied greatly, being merely a mixture of lead, pigments and oil, yet with supreme confidence a great company announced Duco, a new and revolutionary type of paint, and in the brief space of a few months, it became a standard. Celotex came into being since the close of the world war and now architects the world around are writing it into the specifications of buildings for commerce and industry, homes, churches and schools. The architects and the public first learned of this superior insulating and wall material through the medium of advertising.

The radio is yet an infant, in point of years, but today there are more than 12,000,000 in use in the homes of the United States, and each of several well-known brands has its legion of followers, and advertising must get the credit for a great deal of this success.

In addition to this brief list, the reader doubtless will recall the stories of rayon, concrete building tile, and a hundred others equally well-known.

The romancer likes to remind us that through the medium of advertising the trade names of many products have been built into the language of the people. Every portable camera is a

"Kodak", even though that little five-letter word meant nothing when it first popped into the brain of an advertising man. In like manner the phonograph (or is the word graphophone?) always will be a "Victrola"; and "Aspirin", a trade mark, is now the name of a medicine made by dozens of companies. And so on and on, far into the night.

But to the practical minded the greatest romance is not in the name itself, but in the giant oak of an industry back of the name, in the picture of the little acorn from which the great oak grew. The advertising man gets a great kick out of seeing things grow, out of helping to make them grow—with advertising. There is romance in the coffee that is "good to the last drop"; a little homebody in a small city of a Southern state a few years ago, but now the largest selling coffee in the world; in the story of the cotton boll of South Texas, which grew into the world's favorite mattress; of the mackerel of Gloucester, Massachusetts, which is now sold by mail to more than a half million families in the United States. These are typical of hundreds of products which started from "scratch", but which, through the medium of advertising have become an intricate part of our national life.

Many people, however, when thinking of advertising, think of it as being the pot of gold at the end of the rainbow, an elusive something beyond the horizon; yet today in the city of Dallas, business romances are daily being written in the advertising pages of our local newspapers, on our moving picture screens, on our billboards, and in the pieces of direct advertising which the mailman carries to the addressee. The name of our own city, "Dallas", is being welded into the vocabulary of the people of the world by means of the advertising campaign now being sponsored by Industrial Dallas. Even the casual reader must have been impressed with the number of times that "Dallas" has appeared in the articles and stories of newspapers and magazines since the beginning of this campaign. The writer weaves into his story the names of those cities which occupy positions of favor in his mind. He may not be conscious always of the underlying impulse which causes him to say "Dallas" in preference to hundreds of thousands of other towns, yet advertising is so subtle that often it attains its objective without any conscious effort on the part of the man to whom it is addressed.

The purpose of advertising is to make places and products well and favorably known. All around us here in the city of Dallas we see institutions and products daily building into public favor through the medium of advertising. Of course they must be good products, otherwise they cannot attain the coveted goal of public acceptance. Who hasn't marveled at the phenomenal growth of the soft drink that we now take at "10, 2, and 4"? And, if the advertising has been impressive enough to make you change from another drink, if you are at all business-minded you would be even more forcibly impressed by the rising sales curve of Dr. Pepper.

Our retail merchants build bigger and better every year through the medium of advertising. There was a time perhaps when the family subscribed for a newspaper solely because of the news matter printed in its columns, yet today the housewife, the purchasing agent, is largely influenced in her choice of a paper by the character of retail advertising which it carries. She is faced with the problem of making the family income

(Continued on Page 29)

Take an Inventory of Your Printing Plant



AN INVENTORY of sources of supply, at this time of the year, is just as important as an inventory of supplies. Check over the following requirements of good printing service and see if you are sure of getting full value.

1. Is necessary equipment for economical production on hand?
2. Does the quality of work compare with other people's printing?
3. Is careful attention given to the instructions that go with the job?
4. Is full cooperation given in working out details?
5. Can jobs be safely entrusted at open price?
6. Can delivery promises be depended upon?

Boyd's with four cylinder presses, a fast Kelley, two jobbers, a complete composing room and twenty-four hour service on four linotypes is adequately equipped. Samples on hand will show the high quality of work. On points 3, 4, 5, and 6 we will be glad to refer anyone interested to regular customers of this company.



Make Us Your Printers for 1930



BOYD PRINTING COMPANY

1323-25 WOOD STREET — PHONES: 2-8043; 2-8044

DALLAS, TEXAS



*Our new
show rooms
located in
the Stewart
Building*

*on
Commerce
Street
between
Akard and
Ervey*



SIN December 9th we moved from our former location at 1810 Main Street, to our new home in the Stewart Building at 1521-1523 Commerce Street. Here we have much more commodious quarters, a larger organization and a more central location. We are ideally equipped to meet the requirements of business concerns desiring the best in office furniture, equipment and supplies.

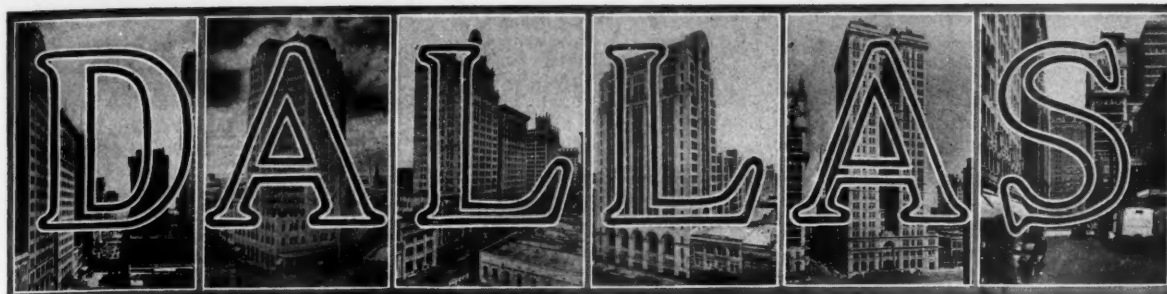
You will like the friendly atmosphere prevailing at this institution and we hope that you will make it a point to visit us in our new home at the first opportunity.

STEWART OFFICE SUPPLY Co.

STATIONERS — OFFICE OUTFITTERS

Branch Store
104 S. Akard Street

Stewart Bldg.
1521-23 Commerce Street



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Published monthly by the Dallas Chamber of Commerce. Subscription price, \$1.50 per year. Entered as second-class matter, Feb. 6, 1922, at the Postoffice at Dallas, Texas, under act of March 3rd, 1879.

Volume 9

JANUARY, 1930

Number 1

DALLAS PREPARED

... for ANOTHER Year of Progress



ALLAS goes into 1930 with renewed confidence in itself and the territory from which it gathers the bulk of its revenue, according to opinions expressed by leaders of the Dallas Chamber of Commerce.

During 1929, in spite of several unusual incidents that might be considered to be of a retarding nature, Dallas proceeded along on an even basis, building up its business structure along sane and constructive lines.

As shown elsewhere in this magazine, the bank clearings and bank debits increased over previous years. Postal receipts also reached a new record, passing four million dollars for the first time in the history of the city. Retail merchants reported a decided increase over 1928 business and while the wholesale business was reported slightly lower than last year the number of new buyers in the market is said to have been unusually large, indicating a continued widening of the trade territory.

The acquisition of 802 new firms during 1929 was an important contributing factor to the growth of the city during that time and prospects for even more new industries during 1930 gives assurance of the success of the advertising campaign to attract national interest to this city.

Dallas is now prosecuting an energetic campaign for the location of several important federal and State agencies and institutions, with strong assurance of success. The strategic position of Dallas, coupled with the driving spirit of its organized citizenship has brought it to the attention of the



ARTHUR L. KRAMER
President of Dallas Chamber
of Commerce

nation. Whenever Southwestern or Texas locations are being considered Dallas cannot be overlooked.

Some new and startling developments in aviation are assured from information already received at the Chamber of Commerce, including new air lines, both passenger and mail, and another aviation school. The development of both municipal fields will be pushed during the year.

The levee district reclamation will be completed this year with the exception of hydraulic dredge fill-ins. The five new river crossings will be completed and the east and west sections of Dallas more closely knit together. Public work of other kinds will be pushed under the Ulrickson program and the County's highway plan will be carried through as scheduled.

Several new skyscrapers are in prospect for 1930; the new Federal Building will be virtually completed.

As to the agricultural situation those who have watched the recent trend predict

that 1930 will be an epoch making year, with diversified farming practiced on a larger scale than ever before. The development of Texas as a dairying state is being pushed by a number of organizations, both commercial and private. A favorable season in the ground throughout the State will give crops an advantageous start into the spring. In West Texas new land continues to be put into cultivation and intensive farming is now the practice in what was considered arid country a few years ago. (Continued on Page 27)

Proof of Dallas' Progress

History: Founded in 1841, incorporated in 1871, incorporated area in 1929, 44.5 square miles, 42nd in population in 1920.

Exporting: Only ten States exceeded Dallas in value of exports in 1925; handles 3,000,000 bales of cotton each year; 162 firms do business in foreign countries.

Transportation: Nine trunk line railroads and six interurbans; steam lines operate 110 passenger trains, 189 package cars and 242 express and mail cars daily. Dallas ranks first in per capita express and 14th in total express business.

Education: 134 schools, including 45 elementary, 6 high and 80 private; 1929 scholastic census 53,766; 1,200 public school teachers.

Parks and playgrounds: There are 4,187.54 acres in parks and play-

grounds; 13 golf courses, of which 4 are municipal; 50 tennis courts; 31 baseball diamonds; 20 wading and swimming pools; 21 basketball courts; fifty different parks of which 48 are equipped with playground apparatus.

Police and Fire Departments: Fire department has 48 pieces of equipment, 23 fire stations; 592 alarm boxes and 386 men; there are 286 policemen in the various branches of that department.

Hotels: There are 130 hotels here, with guest capacity of 20,000, representing an investment of 30,000,000.

Amusements: Dallas has 39 theaters with a total seating capacity of 30,500.

Street Cars: Fifty-nine million persons rode Dallas street cars during 1927 over 122.3 miles of trackage. The railway operates 18 busses.

Climatic Conditions: 510 feet above the sea; average rainfall, 37 inches; average temperature, 65.4 degrees.

Automobiling: Dallas has 272 miles of paved streets; 400 miles of paved highways in county and 600 miles of surfaced roadways.

Manufacturing: Dallas has 675 factories within a six-mile radius of the city.

Retailing: 3,621 retail establishments employ 22,000 with an annual payroll of \$32,000,000.

Wholesaling: One of the first fifteen jobbing centers of the Nation; fifth in distribution of dry goods; third in distribution of farm implements; first in cotton gins, cotton seed products, saddlery and harness; 500 wholesale houses employ 5,000 salesmen.

	Manufacturing	Retail	Wholesale	Motor Vehicles	Assessed Valuation	Postal Receipts
1900.....			\$ 54,055,000		\$ 23,016,600	\$ 197,182
1910.....			125,000,000		74,743,495	687,884
1915.....					118,663,175	1,073,678
1920.....	\$116,160,150	\$250,000,000	600,000,000	27,248	175,598,875	2,365,913
1921.....	87,120,113	190,000,000	450,000,000	33,735	192,982,875	2,394,458
1922.....		200,000,000	500,000,000	39,847	188,272,150	2,650,729
1923.....	114,698,847	210,000,000	700,000,000	51,000	196,033,925	3,010,318
1924.....	142,867,363	230,000,000	787,500,000	56,683	209,810,675	3,105,328
1925.....	161,120,725	250,000,000	800,000,000	64,574	224,517,275	3,455,166
1926.....	163,000,000	250,000,000	800,000,000	70,500	240,825,000	3,762,027
1927.....	167,890,000	255,000,000	840,000,000	71,210	246,747,700	3,855,787
1928.....	164,300,000	262,000,000	882,000,000	78,024	270,348,075	3,970,957
1929.....	169,110,000	265,000,000	881,500,000	82,004	276,682,125	4,025,062
	Building * Permits	Bank Clearings	Bank Debits	Bank Deposits	Bank Resources	
1900.....	\$ 674,471				\$ 7,251,000	
1910.....	3,196,030				26,537,140	
1915.....	3,422,512	\$ 356,300,598		\$ 30,187,446	43,399,929	
1920.....	13,755,219	1,868,685,312	\$2,181,901,000	94,354,637	134,829,703	
1921.....	15,000,206	1,301,332,809	1,749,401,000	92,508,244	119,017,704	
1922.....	20,622,000	1,419,062,303	1,865,414,000	116,452,733	141,972,488	
1923.....	20,988,469	1,865,414,000	2,065,244,000	128,829,981	152,914,761	
1924.....	30,650,564	2,208,734,872	2,178,745,000	147,991,873	174,165,134	
1925.....	34,849,558	2,556,829,920	2,626,514,000	148,130,347	176,772,476	
1926.....	20,495,141	2,518,137,650	2,537,489,000	135,612,595	170,928,076	
1927.....	12,053,333	2,645,992,040	2,620,377,000	158,623,374	195,976,995	
1928.....	16,392,740	2,775,500,725	2,868,258,000	177,419,579	218,339,260	
1929.....	15,157,796	2,881,787,579	3,133,816,000	167,919,902	211,429,178	
	Light Meters	Telephone Connections	Gas Meters	Water Meters	*Population	Scholastic Census
1900.....		2,459			68,372	6,783
1910.....		14,667	8,743		92,104	16,596
1915.....		25,307	21,069		130,516	21,512
1920.....	31,227	36,159	31,341		189,244	33,006
1921.....				30,731	201,088	35,437
1922.....	39,471	44,363	39,826	38,233	215,498	35,833
1923.....	45,100	48,600	44,992	42,658	232,156	39,160
1924.....	49,823	53,706	51,166	46,510	248,800	41,028
1925.....	55,007	60,565	57,107	51,542	264,534	43,825
1926.....	59,006	65,176	62,328	54,264	280,000	46,676
1927.....	61,173	67,035	64,664	56,162	290,000	47,411
1928.....	63,056	68,701	66,304	56,196	300,000	48,572
1929.....	65,103	69,301	66,880	58,142	308,000	53,766
	* For Greater Dallas					



A scene along Turtle Creek Boulevard

BEAUTY in City Building.

Citizens of Dallas Urged to Consider More than Utility in Developing Their City

By ARTHUR L. KRAMER

THE Chamber of Commerce, as its name implies, concerns itself primarily with those things that have to do with the city's commerce, and to that end it has established various subdivisions and committees to deal with its problems of retailing and wholesaling, manufacturing and industry, finance, aviation, road building, and so on. All of these are important factors in the city's growth and development, but factors whose importance and size rise and fall with the generations that create them.

I would speak to you tonight of a thing which here, as in so many other cities, is forgotten or neglected; a thing which distinguishes greatness from bigness; which differentiates grandeur from mere size; which leaves its imprint upon the very soul of citizenship, and which endures long after the generations which created it.

I refer to beauty in a city's development; beauty as expressed in music, in art, in architectural achievement; in the symmetry and grace of streets and boulevards, and in the landscaping of homes and parks and playgrounds.

Is this thing of beauty an intangible and abstract thing, susceptible only to thought and not to action? Let me assure you that it is not, for consciously or unconsciously the love of beauty prompts and motivates most of our individual desires.

Editor's Note — This article was delivered in the form of an address by Mr. Kramer at the December annual meeting of the Chamber of Commerce.

The very clothes we wear are chosen for their beauty and in order that we may appear more beautiful. If we build a house, we seek to make it as beautiful as our means will permit; when we furnish it, it is with a view of making it more beautiful within, and we landscape it to make it more beautiful without. Stores compete with stores for beauty; banks with banks; automobiles with automobiles; trains with trains; and so we might continue indefinitely examples to show that beauty is a tangible, concrete thing, consciously or unconsciously appealing to and influencing our individual thoughts and habits.

Well, if this thing of beauty is tangible and concrete, then has it a value in a city's development? Let me assure you that it has — a real commercial value, more transcendent and lasting than many phases of industry. Let me illustrate by citing the example of France. All our lives we have heard and read of La Belle France (beautiful France), and beautiful

indeed, it is. From its northern extremity to the Mediterranean on the south, from the Atlantic on the west to its eastern boundaries, France has developed a national beauty incomparable throughout the world. Her national motto is Liberty, Equality, Fraternity. Well might she have added Beauty. For centuries, and particularly since the Renaissance, the development of beauty has been her chief concern. In music, in art, in architecture, in costuming and designing, in landscaping, and in other innumerable forms of creative beauty, France has been for centuries an inspiration to the world; a mecca to which millions of beauty-loving pilgrims wend their way year after year. It is estimated that the amount of money spent by visitors to France each year is enough to discharge the annual payments on her national debt.

In our own country are numerous examples of the commercial value of beauty in a city's development, Chicago and Detroit being, perhaps, outstanding ones.

Is Dallas without opportunity in this respect? I assure you the opportunity is here; it needs but a conscious awakening. Let me cite you a few examples. Down here on Main Street are two monuments of finance, representing an investment of several millions of dollars, a fair portion of which was expended to develop beauty within and without. And what separates them? A dirty, miserable, oil-stained alley

(Continued on Page 20)

IMPORTANT NEWS (F

February Conventions

The year just closed showed a total of 408 conventions, sales conferences and similar events, which was the largest number of any year in the city's history. Indications are that the number last year will be equalled, if not exceeded, in 1930. As this is written the number already held or booked for January is nearly fifty, a feature of the list being the National Association of Dyers & Cleaners.

John H. Cullom had the unique record of attending two conventions the past year, inviting and securing both. These were the Tax Collectors' Association of Texas and the Texas Fraternal Congress. By batting 1000% in the Convention League he has won the sincere thanks of the Chamber of Commerce and the Con-

vention Department hopes there will be those who will emulate him this year.

Conventions, sales conferences and similar gatherings so far listed for Februarys are as follows.

Feb. 10-12, Mid-Winter Clinic, Dallas County Dental Society, 300.

Feb. 12, National Crafts Co., State Sales Conference.

Feb. 12, Texas Bankers' Assn., Fifth District, 650.

Feb. 13, Southwest Frigidaire Conference, 600.

Feb. 13-14, Missionary Rally, Methodist Episcopal Church, South, 100.

Feb. 22, Y. M. C. A. Basketball Tournament, 30.

Feb. 22, American Optical Company, Sales Conference, 40.

Feb. 24, Interstate Commerce Commission Hearing, 100.

February—

William E. Easterwood, Jr., Company, Sales Conference, 28.

State Assn. of Altrusa Clubs, 50.

Fisk Tire & Rubber Company, Sales Conference, 25.

Advance-Rumely Thresher Co., Sales Conference, 20.

Duke & Ayres, Inc., Sales Conference, 40.

Vacuum Oil Company, Sales Conference, 25.

Texas-Louisiana Tariff Bureau, 25.

Texas Wholesale Grocers Assn., Dallas, 100.

Ten Hours — Dallas to New York

Sounds impossible, doesn't it, and yet the actual time in the air of an Air Mail letter which left Dallas Sunday morning, December 5th, and arrived New York Monday morning, was only ten hours and twenty minutes—five hours and thirty-five minutes being consumed on the trip Dallas to Chicago, and four hours forty-five minutes Chicago to New York. Time consumed in stops is not counted. Pilots Gravis and Reeder hung up the "day" record from Dallas to Chicago. The Dallas-New York mileage is 1726, so that the National Air Transport planes on the record-breaking trip averaged 166 miles per hour, at times making over three miles per minute.

A vigorous tail wind aided the pilots in hanging up the new record. How long will it last? With improvements, constantly being made in flying equipment, another record may be hung up most any day. But whether it is or not, the above record is truly a marvelous one.

Watching Dallas Grow

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

BANK CLEARINGS		BANK DEBITS	
	1928	1929	1928
January	\$229,304,531.28	\$265,365,726.24	\$236,596,000
February	202,756,886.66	220,677,360.88	214,277,000
March	218,410,753.88	243,485,065.89	230,033,000
April	199,600,686.28	228,307,179.67	209,427,000
May	206,895,503.35	216,624,838.08	213,709,000
June	200,643,340.36	195,818,474.36	212,089,000
July	198,047,700.20	216,056,756.41	203,320,000
August	209,277,120.12	220,008,508.00	211,024,000
September	261,719,706.91	261,650,607.88	263,237,000
October	320,700,640.45	305,794,072.78	303,578,000
November	268,579,277.12	242,138,337.39	273,024,000
December	259,564,606.14	265,860,631.04	297,946,000
Total	\$2,775,500,725.75	\$2,881,787,579.62	\$2,868,258,000

BUILDING PERMITS		POSTAL RECEIPTS	
	1928	1929	1928
January	\$ 619,989	\$880,453	\$316,629.65
February	584,634	\$467,022	348,879.00
March	858,466	1,708,728	339,673.60
April	798,573	1,294,212	304,437.00
May	580,560	550,880	283,274.29
June	781,701	469,550	293,806.67
July	870,532	416,940	283,430.35
August	750,544	501,331	306,268.20
September	835,144	768,992	338,030.50
October	552,651	1,651,175	374,047.74
November	717,617	531,217	354,004.36
December	521,799	532,714	428,475.83
Total (Dallas proper)	*\$14,381,694	\$15,157,796	\$3,970,957.00

GAS METERS		TELEPHONES	
	1928	1929	1928
January	64,881	66,401	67,143
February	65,021	66,480	67,347
March	65,532	66,520	67,697
April	65,712	66,601	67,902
May	65,892	66,652	68,114
June	66,030	66,681	68,321
July	66,081	66,711	68,401
August	66,129	66,764	68,496
September	66,180	66,802	68,551
October	66,240	66,831	68,599
November	66,289	66,851	68,640
December	66,303	66,880	68,701

*Includes Public Utility Construction.

INDEX NUMBERS COST OF BUILDING CONSTRUCTION 1913 Costs Equal 100 December 1929.

	All	Other
	Texas	States
Frame	194.0	203.9
Brick, Wood Frame	200.0	215.7
Brick, Steel Frame	189.0	198.1
Reinforced Concrete	185.0	203.3
All Construction	192.0	205.2

OF A GROWING CITY

New Members

The following new members have been added to the Chamber of Commerce roster:

The Trailer Sales Co., 2612 Commerce Street, trailers.

Lerner Stores Corp., 1714 Elm Street, retail specialties.

Wabash Railway Company, Kirby Building.

Cranfill-Reynolds Co., Fidelity Union Building, oil.

McEverlast, Inc., Magnolia Building, paint manufacturers.

Taylor-Easterling & Co., Inc., Magnolia Building, investment securities.

The Columbia Mills, Inc., 2401 South Harwood, window shades.

Fairchild Publications, 405 Santa Fe Building, publishers.

Blessing & Fuller Co., 5013 Miller Avenue, woodworking.

Dalals Box Lunch Co., 216 Houston Street, box lunches, catering.

American School & Federal Schools, Inc., Wilson Building, home study and instruction.

Globe Finance Corp., Republic Bank Building, loans.

F. Levit Jewelry Co., 1414 Elm Street, retail jewelers.

Sincalir & Valentine Co., 2807 Elm Street, manufacturers of printing and lithographing inks.

Service Screen Co., 5027 Willis Avenue, door and window screens.

Winstead Roofing & Sheet Metal Works, 607 North Akard Street.

Fred L. Haskett, Adolphus Hotel Lobby, publicity.

Witherspoon & Smith, Inc., 2nd Unit Santa Fe Building, grocery brokers.

Dallas Rooters Club, 1419½ Commerce Street, club.

Texas Daily Press League, Inc., Mercantile Bank Building, Advertising.

Business Service Co., Fidelity Union Building, business brokers, counselors.

Springfield Wagon Trailer Co., 1106 Wood Street.

Dieterich Bros. Certified Milk Farms, Inc., Post Office Box 843, producers and distributors of certified milk.

Atelka Steam Baths, Wilson Building, graduate masseur.

Charles Bifano Shoppe, Wilson Building, tailor and furrier.

American Sales Book Co., Post Office Box 1104.

Dallas Corn Mill, 402 North Walton Street.

Dallas Silversmithing Co., 1622 Hall Street.

Exchange Cafe, 1706 Patterson Street.

Fenway Oil & Gas Co., Athletic Club Building.

David Hardie Seed Co., 1716 Bryan Street, retail and wholesale.

J. Illingsworth, 709 Lipscomb Street.

International Accountants Society, Inc., Republic Bank Building.

The Jewish Monitor, Slaughter Building, publishers.

W. F. Pearson Country Club Estates, Republic Bank Building, real estate.

Paramount Roofing Co., Slaughter Building.

H. H. Roberts & Co., Republic Bank Building, public utility securities.

Southwestern Implement Corp., 2010 Bryan Street.

Trinity Glass & Mirror Co., 2602 Swiss.

O. D. Whitwell, Republic Bank Building, attorney and public accountant.

Folger Coffee Co., Santa Fe Building.

Superior Electric Co., 409 South Ervay Street, electric contractors.

S. M. Lamphere, care Y. M. C. A., representative National Finance Corporation of Kansas City.

Arrow Motor Lines, 911 Marion Street, freight line.

Grady Brown, Central Bank Building, insurance.

American Smelting & Refining Works, 1012 Powhattan, scrap iron.

(Continued on Page 21)

INDUSTRIAL SUMMARY for 1929

NEW CONCERNS

Manufacturing plants established in 1929	87
Wholesale and jobbing concerns	228
Retail Concerns	189
Miscellaneous Concerns	298
Total New Businesses, 1929	802

COMPARISON WITH PREVIOUS YEARS *

Total New Businesses established in 1929	802
in 1928	704
in 1927	364
in 1926	484
Branches of Sectional or National Concerns secured in 1929	221
in 1928	163
in 1927	88
in 1926	110
Estimated number of workers employed by all new businesses established during 1929	4,130
Estimated number of workers employed by the 87 factories established during 1929	1,135
Estimated total payroll of all new businesses established during 1929	\$7,500,000 annually

* The National advertising campaign of Industrial Dallas, Inc., was inaugurated early in 1928. For direct evidence of results from this campaign, compare total new concerns and branches of national concerns established in 1928 and 1929 with 1926 and 1927, the two years immediately preceding the campaign.

INDUSTRIAL DEPARTMENT.

January 10, 1930.

Planning
for

The 1930 Spring Market

*Dallas Wholesalers to Present Three Style Shows
this Season for Southwestern Buyers*



HE 1930 Spring wholesale market season will be held from Jan. 27 to Feb. 22, inclusive and Dallas wholesale merchants are fast completing plans to handle an unusually large number of merchants. While 1929 wholesale business did not show a substantial gain over the preceeding year in volume the increased number of merchants in town for the spring and fall seasons indicated a widening field that will bring a much increased volume in 1930.

Three pieces of advertising mail matter have been sent out by the Dallas Wholesale Merchants Association, inviting 29,000 merchants in Texas, Oklahoma, Louisiana, Arkansas, New Mexico and Arizona to the market during the four official weeks of buying and to attend the twentieth annual style show to be staged January 28, February 4 and 11. An advertising campaign has been conducted along this same line in Southwestern trade journals and magazines and in Dallas newspapers.

For those members of the Dallas Chamber of Commerce not entirely familiar with the activities of the Dallas Wholesale Merchants Association department of the Chamber of Commerce the following data was compiled:

Dallas as a general wholesale market stands 15th in the nation, fifth in the distribution of dry goods, fourth in millinery and fourth in ready to wear. The total wholesale volume in 1929 was \$881,500,000. In 1910 the wholesale

business was \$125,000,000 and every year after there has been a substantial increase. This increase was not accidental. Such men as Alex Sanger, Louis Lipsitz, L. O. Daniel and others perfected twenty years ago the organization known today as the Dallas Wholesale Merchants Association. This organization has fought for the development of Dallas as a wholesale market throughout the years of its existence and from statistics taken from the records of the association during this period it is seen that the wholesalers, with the co-operation of Banks and hotels have spent \$1,367,500 for market development, divided as follows:

Goodwill tours	\$570,000
Advertising	229,000
Refunds of railroad fares ..	450,000
Style Shows	118,500

In ready-to-wear there has been a tremendous development since the first style show here in 1920. During that time the Association has produced 60 shows, playing to 190,000 people. In addition to these it produced two shoe style shows and one jewelry style show, bringing the combined attendance up to 192,300 persons. For these shows 876 models have been used and in the selection of these more than 2850 girls have been rehearsed and given tryouts. The Association conducted four beauty contests with more than 3000 entries and one Cinderellas contest in connection with the shoe shows in which 1500 women with perfect 4-B feet participated.

The following officers and committee members will govern the activities of the Association during the coming year:

OFFICERS

F. H. Kidd, President; A. P. Johnston, Vice President; J. Durrell Padgitt, Vice President; Ralph H. Kinsloe, Vice President! Herbert B. Carpenter, Manager.

DIRECTORS:

O. S. Boggess, George A. Coffey, J. O. Davis, C. J. Dewoody, M. I. Freedman, H. C. Hill, A. P. Johnston, F. H. Kidd, Ralph H. Kinsloe, Justin McCarty, C. L. Norsworthy, J. Durrell Padgitt, I. L. Sanger, Gus W. Thomasson, R. Tobolowsky.

COMMITTEES:

Advertising—C. L. Norsworthy, C. J. Dewoody, E. L. McQueen, M. J. Norrell, Gus W. Thomasson.

Refunds—Gus W. Thomasson, M. I. Freedman, H. C. Hill, A. H. Bailey, Justin McCarty.

Membership—Geo. A. Coffey, A. P. Johnston, R. Tobolowsky, I. L. Sanger, Dan B. Myer, E. L. Blanchard.

Good Will Tours—J. Durrell Padgitt, A. P. Johnston, Ralph H. Kinsloe, Gus W. Thomasson, C. L. Norsworthy, O. S. Boggess.

Style Shows—C. L. Fox, Lester Lorch, Jake Roos, O. W. Burkett, F. H. Kidd, O. S. Boggess.

Market Activities—A. M. Matson, John A. Rogers, Henry Willard, J. B. Donovan, Fred A. Brown.

Foreign Trade—Fred E. Johnston, Hugo Schoellkopf, C. J. Dewoody, Ralph H. Kinsloe, S. G. Davis, H. A. Olmsted.



J. HOWARD HAYDEN, President
GEO. A. BREWER, JR., Vice President
ED. A. HERZOG, Vice President
ALPHONSO RAGLAND, JR., Vice President
GEORGE W. MARTIN, Treasurer
H. V. DeARMOND, Secretary-Manager

With the installation of officers for the year 1930, the Board of Directors of the Dallas Junior Chamber of Commerce are preparing for a year of activity based on recommendations of its Program of Work Committee. Some of the salient features contained in the report follow:

1. The establishment of a Co-ordinating Committee, consisting of two directors of the senior chamber, and the executive committee of the junior chamber for the purpose of closer co-ordination between these two bodies.
2. Continuation of weekly luncheons with speakers and programs of the very best available. This work to be under direct supervision of a member of the board of directors.
3. A membership campaign to be started immediately to increase the membership to 500 members. Plans are being worked out whereby each new member thus acquired will be assigned to active committee work in the organization.
4. A beautification program, with the membership of the Junior Chamber of Commerce as the motive power, organizing all possible agencies and clubs, having in mind the planting of shrubbery, trees, flowers, etc.
5. Additional interest in athletics throughout the entire year, with provision for sponsoring the S. M. U. relay games.
6. The sponsoring of the dedication of Hensley Field at such time as officials of that field deem advisable.
7. Adequate and uniform marking of highways through the city of Dallas.
8. Continuation of activities now engaged in: Aviation; Educational Work; Fire Prevention; Civic Clean-Up; Radio; Public Safety and First Aid; State Fair Work; Business Contacts Division; Public Reception Group; Good Will Tours; Industrial Tours and Industrial Develop-

ment; Speakers Bureau; "Pay Your Poll Tax" and "Get Out the Vote" campaigns; Annual Christmas Tree for the Dallas newsboys and Radio Christmas Tree.

Each member of the board will have a special assignment of work and will be assisted by such committee from the general membership as are needed to properly bring about the desired results.

MID-WINTER CONFERENCE AT PHOENIX

Officers and Directors of the United States Junior Chamber of Commerce met in mid-winter executive session at Phoenix, Arizona, January 17, 18 and 19. The Dallas Junior Chamber sent Mr. Homer A. Williams of the Southwestern Bell Telephone Company as a direct representative of National Vice President, John L. Briggs. The business sessions of the Mid-Winter Conference were devoted to the consideration of the following subjects:

1. Review of the development and progress during the expired portion of the current national administration.
2. Reports of National Officers, Directors and Committee Chairmen.
3. Discussion of local organization problems and activities.
4. Discussion of plans and activities for the remaining portion of the current national administration.
5. Discussion and approval of plans for the coming national convention to be held at Brooklyn, N. Y., in June.
6. Discussion of all other subjects of interest to the National Organization and to member bodies.

"PAY YOUR POLL TAX" CAMPAIGN

The Dallas Junior Chamber is requesting each member of the organization to pay his poll tax and has an active committee headed by Archie E. Hunter preparing ways and means to present the idea to each and every civic, service and luncheon club in Dallas. The following bulletin has already been forwarded to the various organizations:

"Pay Your Poll Tax and Do Not Delay"

"First, it is a patriotic duty. The School Fund receives a liberal share of Poll Tax money. When you pay your \$1.75 you are helping to educate some Texas boy or girl.

"Second, the year 1930 is to be a very important one, politically. We are to elect a United States Senator and Representative, State Officials and County and Precinct Officers, a new School Board and a vote on a new City Charter. Every good citizen will desire to have a voice in these important questions.

"On account of unusually bad weather, very few voters have secured their Poll

Tax receipts, probably not over 20,000 out of a potential 60,000 have been issued. This means that 40,000 must be issued within the time limit, January 31st. County Tax Collector John H. Cullom, in order to accommodate many voters who desire to pay without the necessity of visiting the court house, has arranged a list of one-day booths in our city banks, stores and other places, where Poll Tax may be paid and exemption receipts issued. Let every man or woman who expects to pay—do so right away and avoid unpleasant delay and waste of time and temper."

SECRETARY-MANAGER RESIGNS

H. V. DeArmond, secretary-manager of the Dallas Junior Chamber since September, 1927, has presented his resignation to the officers and board of directors, with the request that it become effective on or about February 1, 1930. Mr. DeArmond has been a member of the organization since October, 1923, having been active on numerous committees, a member of the board, and a vice president. He was also named Chairman of the National Secretaries' Council of the United States Junior Chamber of Commerce for a one-year term, 1928-29. The retiring secretary-manager has made no announcement of his future plans nor has the newly elected president of the organization, J. Howard Hayden, announced a successor.

WHY HAVE A JUNIOR CHAMBER OF COMMERCE?

To enlist the young business men of the community between the ages of 21 and 31.

To serve in every movement which has for its object the progress and development of the community.

To instill in the younger citizens of the community a feeling of personal interest and responsibility for the continued progress and prosperity of their city.

To offer its members an opportunity to meet on equal terms and know the leading young business men of the community.

To develop leadership and to inculcate the highest business ideals and ethics in its members.

To demonstrate by actual practice, the greater value of cooperation, against individual effort, in solving problems of common interest.

To teach the fundamentals of leadership and executive ability through the management of its own affairs.

With youth, energy, ambition and initiative, the Junior Chamber of Commerce has a decided advantage in promoting and building good will for its members, for the Chamber of Commerce and for the city of Dallas. These things make the organization worth while.



Dallas

Official Organ of the Chamber of Commerce
Published Monthly

E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 9 JANUARY No. 1

DALLAS CHAMBER OF COMMERCE OFFICERS

ARTHUR L. KRAMER	President
NATHAN ADAMS	Vice President
HUGO SCHOELLKOPF	Vice President
FRANK L. MCNENY	Vice President
HOMER D. WADE	Vice-President & Gen'l Mgr.
A. V. LANE	Treasurer
C. J. CRAMPTON	Executive Secretary

DIRECTORS

1930 TERM

Nathan Adams	Arthur L. Kramer
J. Perry Burrus	Chas. R. Moore
John W. Carpenter	S. B. Perkins
Harry L. Seay	

1930-1931 TERM

George Waverley Briggs	Hugo Schoellkopf
J. Ben Critz	Edward T. Moore
F. F. Florence	H. A. Olmsted
R. W. Van Valkenburgh	

1930-1933 TERM

E. R. Brown	Frank L. McNeny
T. E. Jackson	A. M. Matson
Porter Lindsley	W. S. Mosher
R. L. Thornton	

STAFF

Z. E. Black (Retailers' Conventions)	Asst. Gen'l Mgr.
E. M. Fowler	Financial Secretary
Clyde V. Wallis	Industrial
R. A. Laird	Aviation
Sam Goodstein	Transportation
L. A. Bell and C. R. Lancaster	Membership
Herbert B. Carpenter	Wholesalers
E. C. Wallis	Publicity
R. A. Thompson	Highway Engineer
A. B. Jolley, Leone Wimberly	
Dale Merwin, Ruth Clark	Agriculture
Mrs. M. E. Tate	Road Information Bureau
H. V. DeArmond	Junior Chamber
F. H. Kidd	Pres. Wholesale Mer. Assn.
T. J. Mosher	Pres. Manufacturers' Assn.
Herman Philipson	Pres. Retail Mer. Assn.
J. Howard Hayden	Pres. Junior Chamber
Chamber of Commerce of the United States of America—	
Joseph F. Leopold, Manager, Southern Central Div.	
Open Shop—R. S. Haseltine, Pres.; C. A. Jay, Vice	
President and General Manager.	
Real Estate Board—B. Felix Harris, Pres.; E. A. Bell, Sec.	
Automotive Trades Association—B. B. Owens, Pres.;	
Dr. J. H. Connell, Executive Sec'y.	
Kessler Plan Association—Dr. E. H. Cary, Pres.; John	
E. Surratt, Secretary.	
Hotel Assn.—Otto Schubert, Pres.; Mrs. C.L. Hamil, Sec.	
National Air Transport, Inc.—C. B. Braun, Southwest	
Dist. Com'l Mgr.	

OFFICE: Chamber of Commerce Building
1101 Commerce St., corner Martin, Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

EDITORIALS

"Pay Your Poll Tax"

The allotted time in which to procure poll tax receipts is rapidly passing and Tax Collector John H. Cullom reports that the totals are running extremely low. Important elections are in prospect for 1930 and Mr. Cullom's urgent plea to "Pay Your Poll Tax" should not be disregarded.

Use Your Chamber of Commerce

As a member of the Dallas Chamber of Commerce you are entitled to use its various departments without stint. Comparatively few of the members are taking full advantage of this. Transportation industrial, conventions, wholesale, retail, publicity, aviation, agriculture, highway departments are maintained and are at the disposal of members. A list of the staff on this page should be carefully studied and saved as a reference list.

Cotton Headquarters

The recent selection of Dallas as temporary headquarters for the National Cotton Marketing Corporation, as urged by the Dallas Chamber of Commerce is another recognition of this city as the leader of the Southwest and in this particular case of the entire South. Actual designation as permanent headquarters is expected within a short time. C. O. Mosher, vice president and secretary, is in Dallas now, setting up the corporation's machinery.

Keeping Up With Busy Dallas

S. M. Leftwich, of the law firm of McCormick, Bromberg, Leftwich & Carrington, was elected president of the Dallas Bar Association at the first meeting of the year.

J. B. Thomas of the Texas Power & Light Company has been elected president of the Dallas A. & M. Club.

B. B. Owens has been elected president of the Dallas Automotive Trades Association, succeeding E. Gordon Perry.

Management of the Showhouse has been taken over by Hal Worth, theatrical man of experience. He is planning some excellent productions for the near future.

The Dallas Retail Credit Men's Association has elected as its 1930 president J. T. Cook.

W. W. Fisher has been made president of the President's Club to serve during the 1930 term.

B. L. Harris was recently elected president of the Dallas Agricultural Club. He is also president of the Dallas Hardware and Implement Club.

Realtors elected as their 1930 president B. Felix Harris to succeed W. W. Fisher. The Real Estate Board has drafted an ambitious program of work to be carried out under the direction of Mr. Harris. E. A. Bell was re-elected executive secretary.

Preferred Stock of Dallas Power & Light Company for Sale Through Employees



STOCK PRICED AT \$102.00 AND ACCRUED
DIVIDEND PER SHARE



Opportunity to purchase Preferred Stock of Dallas Power & Light Company is offered in Dallas in a new issue of \$6 Cumulative Preferred Stock of no par value. This stock is issued to finance extensions, additions, and improvements to the Company's system.

Employees of the company will offer this stock to the public at \$102.00 per share and accrued dividend, on a cash basis or on reasonable terms. The stock will pay dividends of six dollars per share per year which will net the investor nearly six per cent.

This stock is a safe investment. It is not a speculation. Thousands of Dallas citizens own Preferred Stock of Dallas Power & Light Company through purchase of previous issues. Dallas Power & Light Company has paid dividends on its Preferred Stock regularly every three months without a break ever since the stock was first issued over ten years ago.



DALLAS POWER & LIGHT COMPANY
INTERURBAN BUILDING

BOOK COVERS

"Tailor made" to fit the individual type of any book, for any purpose. Such covers are produced in a modern Bindery, fully equipped with the latest machinery, by expert workmen under experienced supervision.

Investigate the merits of an AMERICAN BEAUTY COVER for your next catalog or book. It will pay you. Visit our plant and see the many fine examples of superfinished covers for Schools and Colleges as well as for commercial catalogs.

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DALLAS

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Atlas Metal Buildings

to fit the needs of every business. We build to your specifications—FIREPROOF metal warehouses, filling stations, cold drink stands or any type building desired.

ATLAS METAL WORKS

DALLAS

Brown Cracker & Candy Company

WHOLESALE MANUFACTURERS

OF

BROWN'S SALTINE FLAKES

(The Ideal Soda Cracker)

Brown's Fine Chocolates - - - Sunshine Distributors in Texas



We manufacture Leather Goods of all kinds for the commercial traveler.

Catalogue Cases

Brief Cases

Padgitt Bros. Co.
FINE LEATHER GOODS SINCE 1888

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FOR 35 YEARS MANUFACTURER OF
BOXBOARD . . . WRAPPING PAPER
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JOHN G. FLEMING & SONS

OAK CLIFF PAPER MILLS - - - DALLAS

HALL'S ADJUSTABLE

Roller Awnings

. for all closed cars

Made of beautiful DuPont Fabrikoid - - they
bring added comfort and beauty

HALL CURTAIN CORPORATION

1109 N. Lancaster

Phone 9-3916

ATLAS METAL WORKS Now in New



ATE in December, the Atlas Metal Works, of Dallas, Texas, moved to its new plant on Eagle Ford Road. The plant covers a total of seven acres in the heart of Dallas' new industrial center made possible by the \$18,000,000 Trinity River levee project

which is almost finished. With the new bridges and viaducts across the Trinity River, this property is almost as close to downtown Dallas as was the old plant of the company.

The office and administration building is constructed of concrete tile and stucco and contains four large offices and a wareroom. The factory proper is 210 feet across the front and is 200 feet deep; the buildings being fireproof, perfectly ventilated and lighted according to most modern engineering; and built of Atlas Keystone Corrugated Metal such as used in the Atlas Metal Buildings sold by the company. The company has its own railroad trackage through one unit of the factory, the track having a capacity of five cars at one time. Over \$15,000 worth of new machinery is being installed along with that brought from the old plant.

An innovation at this plant is the Atlas Metal Filling Station which has been erected on the corner of the property not only to serve motorists passing on the street, but also to act as a demonstrator of

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ATLAS METAL WORKS New Plant

Works, this metal building which is so popular in the Atlas line. Another Atlas Metal Building 40 by 60 feet on the back side of the property serves as a warehouse and wood working shop.

The Atlas Metal Works was founded in 1904, and manufactures and distributes all kinds of metal products all over the Southwest. Some of the better known items that bear the Atlas world trademark are: Atlas Keystone Metal Culverts, Metal Buildings, Stock Tanks, Storage Tanks, Wagon Tanks, Metal Filling Stations, Metal Garages, Grain Bins, Storm Cellars, Motion Picture Show Equipment, Trash Cans, Incinerators, Metal Roofing, Wash Pot Furnaces, Hog Scalding Vats, Iceless Refrigerators, Automotive Plant Equipment, Telephone Cabinets, and metal goods of all kinds.

The officers of the firm are: L. A. Stemmons, president; Millard Storey, Jr., asst. secretary and superintendent; and Boude Storey, manager, secretary, treasurer.

This is but another example of the rapid industrialization of Dallas. The Atlas Metal Works has found the Southwest a fertile field for the projection of its activities and has taken quick advantage of the increasing consumer demand of the six billion dollar market.

ENVELOPES

Manufactured by Specialists

Plain or printed

Baronials
Bankers Flap
Catalogue
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Coin
Clasp

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Drug
Commercial Envelopes
In All Sizes
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Penny Savers

Postage Savers
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Theatre Ticket
Tin End
Specials of any Size or Stock

Hesse Envelope Co. of Texas
DALLAS

Kennedy Machine & Brass Co.

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SPECIAL TOOLS, MACHINERY AND STAMPING DIES

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Buy With Confidence

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SCREEN GRID RADIO

From

Anchor Radio Division

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3919 Gaston — 8-4114

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Manufacturers of

Butter-Nut Bread
Bell Cakes

Schepps Ace Bread
Butter Krust Bread

Schepps-Kleber Baking Company

2221 to 2305 South Ervay Street.— 4-7161

PROMPT, EFFICIENT AND COURTEOUS SERVICE

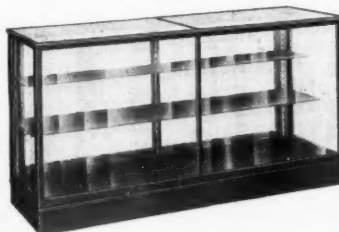
DESIGNS -- DRAWINGS
ZINC ETCHINGS -- HALFTONES

The White Engraving Co.

1111½ Camp Street

2-3997

QUENTIN D. CORLEY, Pres.. and Gen'l Manager



Show Cases

And Store Fixtures

For All Lines of
Merchandise

From Manufacturer direct to you—at a
saving in price and freight

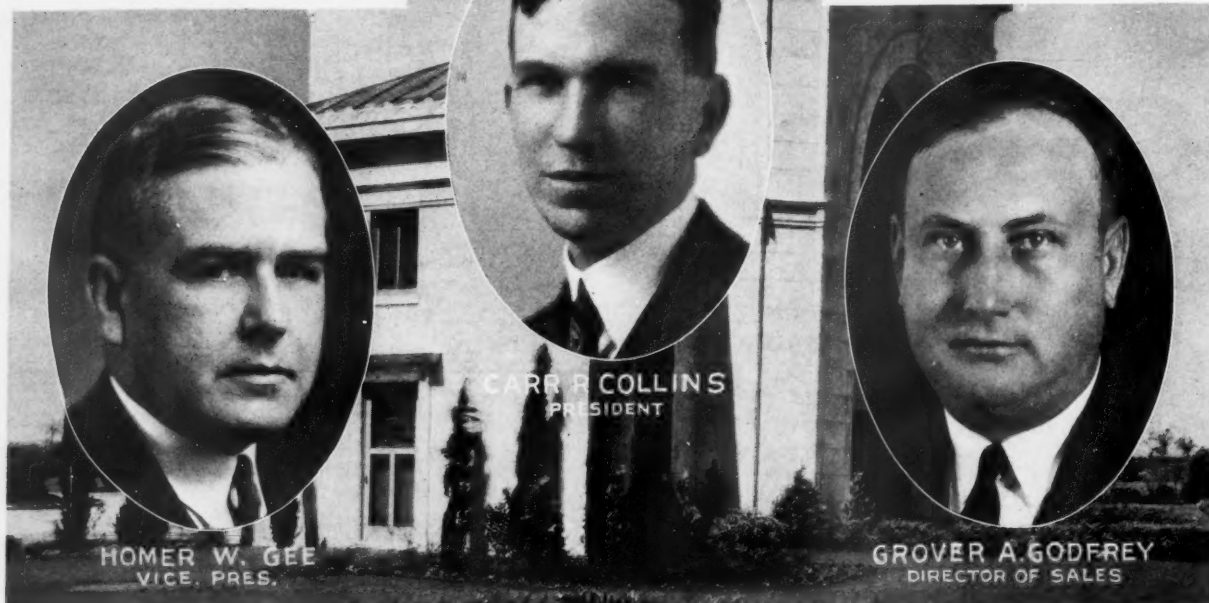
ADLETA SHOW CASE
& FIXTURE MFG. CO.

1900 Cedar Springs....Dallas, Texas

Restland

WINS DISTINCTION

As ONE OF NATION'S
OUTSTANDING CEME-
TERY DEVELOPMENTS



A chain is no stronger than its weakest link, or a manufactured product superior only in proportion to the real quality used in its construction. In the development of a modern cemetery, its stability and usefulness depends upon the wisdom and judgment exercised in the establishment of its maintenance or perpetual-care fund. All the modern improvements, landscape beauty, and general development are only of momentary benefit if proper provision is not made for their care and upkeep.

Dallas citizens can accept the assurance that Restland Memorial Park has set aside the maximum endowment for their Perpetual Care Fund, as revealed by statistics secured from a national survey of leading cemetery developments. Restland has allotted twenty-five per cent of the purchase price, and guarantees a Perpetual Care Fund of \$250,000.00, of which only the interest can be expended for maintenance, which will amply provide for the future beauty and care of the property. And, an additional twenty-five per cent of every sale will provide for necessary improvements and development.

These two paramount, far-sighted provisions, coupled with reasonable restrictions, elimination of monuments, and adoption of strictly modern park-plan ideas, have enabled Restland to enjoy the distinction of being one of the outstanding cemetery developments of the United States.

Dallas citizens have evidenced an unusual interest and civic pride in supporting this movement to establish in our community a modern, up-to-date Memorial Park. The Restland sales organization, composed of forty Dallas men and women, have established an enviable sales record, selling a volume of over a million dollars to nearly 4500 Dallas families, in four years' time. Few organizations reach this volume in ten to fifteen years. Thousands of dollars have already been spent to make this magnificent Memorial Park development the most modern, up-to-date park plan cemetery in the South.

At the head of this unusual Dallas institution is Carr P. Collins, President of the Fidelity Union Insurance Co., while H. W. Gee, of the American Trust Co., is Vice-President and General Manager, and Grover A. Godfrey is Director of Sales. Associated with these officials are Epps G. Knight, Eugene DeBogory, Geo. A. Brewer, V. A. Collins, Geo. A. Chatfield, Joseph E. Earnest, J. W. Simmons, R. K. Wootten, Hal H. Collins, and John L. Horan.

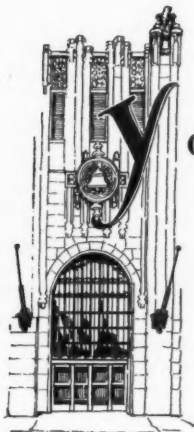


Restland Memorial Park 1930 Sales Organization

Buildings STAY Young

Secret in the Basement

Schwan Gas Burners Equip White Buildings



YOUNG-LOOKING!" is the way one recent visitor summed up his admiration of the Dallas skyline. "So many white buildings that sparkle in the sun!"

It is young; and furthermore, these Dallas towers can *stay* young, long after their debutante days. The secret lies in the basement. They burn the city's natural gas, and do not need to make one fleck of soot.

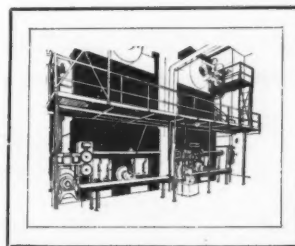
Schwan Burners Use Forced Air and Fan-Mixed Gas

The Telephone Building, Titcher-Goettinger's, the Times-Herald, and the American Exchange Annex, four glistening skyline segments, have Schwan Power Burners in their boilers. This burner, invented and manufactured in Dallas, supplies many large buildings throughout the Southwest.

No Grease No Handling No Waste
Concentrated Essence of Pure Heat

TWIN boilers 22 feet high warm the Telephone Building. The spacious, spotless boiler room is as peaceful as 5 o'clock tea, with the engineer pretty lonesome, off in his instrument nook.

A suction fan pulls in 75,000 cubic feet of air per hour, to mix with the gas in the 9-foot firebox.



THE DALLAS GAS COMPANY

Obtaining Gas from
Lone Star Gas Company
Producers and Transporters of Natural Gas



USE OUR KELLYS (PRESSES) IN 1930

AND YOU WILL HAVE A
HAPPY AND PROSPEROUS NEW YEAR

Ray Casan James P. VanHuss Marion M. Malone

SOUTHWEST PRINTING COMPANY • DALLAS

We have very desirable office space
arranged with warehouse or exhibit
space adjacent thereto.



Dallas Transfer & Terminal Warehouse Co.

SECOND UNIT, SANTA FE BUILDING

The service
you buy
from us is
based on
forty years
of
experience

Our
facilities
unequalled
in the South

DALLAS

BEAUTY IN CITY PLANNING

(Continued from Page 9)

of concrete. With an artistic architect and a few thousand dollars, hardly to be missed from their vast resources, this concrete could be replaced with colorful tile, laid in interesting design, with perhaps a bench or two to invite the weary wanderer, a fountain and goldfish pond to delight the hearts of children, and what is now a passage to be avoided, rather than sought, could be converted into a thing of beauty and joy forever.

In the western end of the city millions of dollars are being expended in a new development. When it is all finished shall we have just another network of streets and hunks of brick and concrete or will there be developed an architectural harmony surrounding an occasional breathing spot, with trees and grass and flowers, to beckon the visitors in that direction?

Where now stands the old H. & T. C. depot will in another generation become, perhaps, an important center of business activity. The tracks are to be taken up and a boulevard constructed. Will there be left here an open space, the site, perhaps, of a fountain or a monument, from which the surroundings may take their inspiration? It all depends on how conscious we are to the value of beauty.

In a comparatively short time we are to have a new auditorium and an art museum. How shall these be built, and where shall they be placed? Shall they be monuments of beauty and inspirations to generations to come, or shall they be sacrificed to material economies and selfish purposes?

Have you ever noticed in the early spring how the redbud trees here and there blossom forth in a blaze of color, to be followed a little later on by the crepe myrtle, which, grateful for the little moisture and sunshine that it needs, blossoms throughout the summer and fills the air with a sweet fragrance? Both of these plants are indigenous to Dallas, to be had with little effort and at small cost. Have you ever visioned how our boulevards and residential sections could, by the systematic use of these trees and bushes, be transformed into a blaze of glory, more beautiful than the dogwood of Atlanta or the magnolias of Charleston—a veritable Garden of Eden, to attract visitors by the thousands?

I might go on indefinitely to show that Dallas does possess innumerable opportunities of unsurpassed beauty in her future development.

I do not know that the Chamber of Commerce is the agency through which this should be accomplished. Perhaps the Kessler Plan Association or the City Plan Commission would be better, or perhaps, better still, a joint commission from all of these to serve as a sort of vigilance com-

mittee, impressing here and there, whenever the opportunity is afforded, the means by which beauty might be added or preserved.

Dallas is justly proud of its population, its geographical advantages, its industrial growth, its financial strength, its metropolitan aspect. To all these things I would add that which makes of mere population an inspired community; of advantages, stepping stones to greater advantages; of growth, greatness; of strength, power, and of a metropolis, a mecca; that which takes from none but adds to all—beauty—the joy of the present and the hope of the future; so that Dallas might be known throughout the land not only as the "City of the Hour," but also as the "City Beautiful."

NEW MEMBERS

(Continued from Page 11)

G. A. McAfee, 5430 Terry Street, commercial photographer.

L. C. Dorgan & Co., 1909 North Harwood, manufacturers' agent, building material and hardware.

Dallas Products Co., 1606 North Haskell, sweeping compounds, fly spray and anti-freeze preparations.

C. C. Gallaway & Co., 1813 Main Street, real estate.

Torrid Heater Co., 1615 Pacific Avenue, gas and water heaters.

Ault's Flower Shop, 2429 Hall Street.

C. O. Bailey, M. D., 4515 Highland Drive, physician.

Union Metal Manufacturing Co., Allen Building, street lighting equipment.

Porter A. Bywaters, American Exchange Building, insurance.

Henry M. Halff, Wilson Building, real estate, oil leases and royalties.

DALLAS

Dallas, "City of the Hour",
Great is thy destiny,
Opportunities rich and rare,
Are now awaiting thee.

A City I would see in thee,
In which 'tis good to live,
Noted not for what dost take,
But rather for what dost give.

O, let us buckle our armor on,
And to the battle, bravely run,
Content not 'til foes dead or gone,
And a glorious victory won.

—F. P. FLANIKEN, JR.

Methinks 'tis better to be thought a fool, than to speak and remove all doubt.

JANUARY 1930

THROUGHOUT the past year we have not been unmindful of the good will and cooperation extended us by our business associates . . .

And this being the season in which we may express our thoughts without being tagged for mixing sentiment and business, we . . .

Trust the year has been kind to you and the next to be better . . .

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Texas Exports

The share of the Gulf Coast in exports to Europe tends to increase and to approach that of the North Atlantic districts, the margin of the latter having been reduced to two per cent in 1928 according to R. M. Stephenson, Chief, European Section, Division of Regional Information.

The article by Mr. Stephenson which appeared in the latest issue of "Commerce Reports" informs us that the South Atlantic districts are the only ones which, as a group, show a decline in the value of exports to Europe since pre-war, though the Virginia district (Norfolk) is a striking exception to this general trend with shipments to Europe in 1928 nearly six times those of 1914.

This gain in the trade of Norfolk with Europe is the result primarily of the increase in value of Norfolk exports of tobacco and cigarettes from about \$2,500,000 to almost \$130,000,000 as the value of total exports from South Atlantic districts has at the same time increased. Some change in the direction of trade is indicated in favor of Latin America and Canada.

The increase in the value of the Gulf Coast trade to Europe over the last fifteen years amounted to seventy-nine per cent, as against sixty per cent for the exports to Europe from the whole country. Shipments via Galveston have more than doubled while those through New Orleans and Sabine show very heavy gains; owing primarily to increased exports of cotton, petroleum, and wheat. While Florida has experienced a decline in her exports to Europe, she has been more than compensated by the growth of trade to other destinations.

Although the Gulf coast ports are strategically situated as regards exports to Latin America, nearly three-quarters of Gulf coast exports go to Europe.

While the Mexican border districts naturally play a very minor part in our trade with Europe, the growth enjoyed by San Antonio in this trade to more than \$26,000,000 has been phenomenal.

What the figures cited really show is activity since they are based on the statistics of trade by customs districts. In fact, only the most general conclusions can be drawn as to the actual source of exports or destination of import activity since they are based on the of the commercial trends in the areas served by the various ports.

While it is impossible to accurately determine the development of European trade of the state of Texas or her neighbors, we can conclude from this Gulf



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port activity that Texas is not limited to export activity directed to Latin America but also has the prospect of entering the European market or where connections have already been made to develop the possibilities to their fullest extent.

To assist exporters in North Texas and Southern Oklahoma in making connections in these foreign markets and to expand the foreign trade of this area the Department of Commerce has established a District Office in Dallas and the facilities of the Department of Commerce are available to exporters or prospective exporters through this office according to Harold M. Young, Assistant District Manager of the Dallas Office.

Seventeenth in Clearings

Dallas ranked seventeenth among American cities in bank clearings during 1929, according to figures published in the January 4 issue of Bradstreet's Journal. Houston, the nearest Texas city to the Dallas figures, ranked twenty-fourth. Dallas continued to lead all Texas cities as a financial center, by a wide margin, exceeding the combined totals of Houston and Fort Worth by \$156,416,000. Fort Worth's clearings for the year were \$744,510,000.

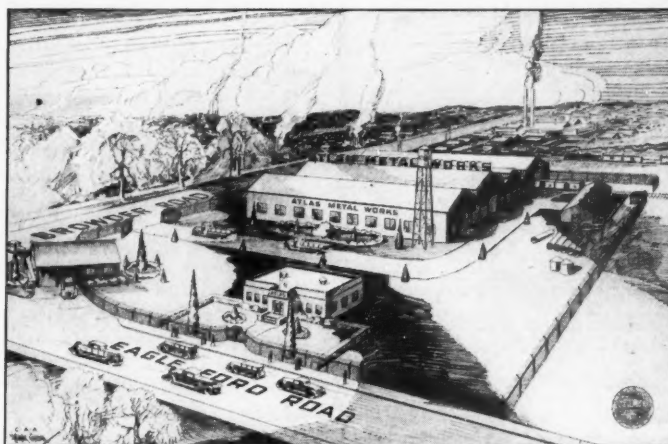
1. New York	\$477,242,282,000
2. Chicago	36,713,600,000
3. Philadelphia	31,837,000,000
4. Boston	27,610,466,000
5. Detroit	11,558,143,000
6. Los Angeles	11,066,700,000
7. San Francisco	10,938,052,000
8. Pittsburgh	10,162,940,000
9. Cleveland	7,964,230,000
10. Kansas City	7,461,100,000
11. St. Louis	7,278,217,000
12. Baltimore	5,286,949,000
13. Minneapolis	4,705,231,000
14. Cincinnati	3,910,556,000
15. Buffalo	3,395,938,000
16. Atlanta	2,927,843,000
17. Dallas	2,881,787,000
18. New Orleans	2,734,424,000
19. Seattle	2,653,703,000
20. Omaha	2,397,777,000
21. Richmond	2,333,295,000
22. Portland	2,074,370,000
23. Denver	2,027,274,000
24. Houston	1,980,691,000
25. Louisville	1,940,888,000
26. Milwaukee	1,825,351,000
27. Oklahoma City	1,646,089,000

"Bob told me I was the eighth wonder of the world."

"What did you say?"

"Told him not to let me catch him with any of the other seven."

JANUARY 1930



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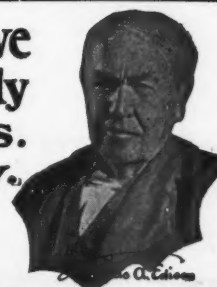
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1930 Census to Start April 1st



PREPARATIONS for the conduct of the 1930 census are now under way here according to Col. W. E. Talbot, census director for this district. Collection of information will be started early in April.

The form of the schedule to be used in the 1930 census of population has just been determined, after a long series of conferences, in which about 40 new questions suggested and endorsed by numerous organizations and individuals have been carefully considered by two advisory committees and by officials of the Census Bureau and the Department of Commerce.

The questions to be asked by the enumerator in the 1930 census of population are as follows:

1. Relationship to head of family, including a statement as to the home-maker in each family.
2. Whether home is owned or rented.
3. Value of home, if owned, or monthly rental, if rented.
4. Radio set? ("Yes" or "No")
5. Does this family live on a farm? ("Yes" or "No")
6. Sex.
7. Color or race.
8. Age at last birthday.
9. Marital condition.
10. Age at first marriage.
11. Attended school or college any time since Sept. 1, 1929? ("Yes" or "No").
12. Whether able to read and write? ("Yes" or "No")
13. Place of birth of person. (State or country)
14. Place of birth of person's father. (State or country)
15. Place of birth of person's mother. (State or country)
16. Mother tongue of each foreign-born person.
17. Year of immigration to the United States.. (For foreign born only).
18. Whether naturalized. (For foreign born only).
19. Whether able to speak English. (For foreign born only).
20. Occupation of each gainful worker.
21. Industry in which employed.
22. Whether employer, employee, or working on own account.

23. Whether actually at work. (For each person usually employed but returned as not at work, additional information will be secured on a special unemployment schedule).

24. Whether a veteran of the United States military or naval forces; and for each veteran, in what war or expedition he served.

The census to be taken next April will be the Fifteenth Decennial Census of the United States.

The original purpose of the census was simply to ascertain the population of the several States as a basis for the apportionment of representatives; and the taking of a census decennially for this purpose is required by the Constitution of the United States. But the census now extends far beyond this original requirement; and indeed the very first census taken in 1790, was more than a mere enumeration or count of the people. The enumerator even in those days was required to write down the name of the head of each family that he visited, and opposite the name in the appropriate columns the number of free white males in that family, distinguishing those under 16 years of age and those 16 and over; the number of free white females without distinction as to age; the number of other (i.e. colored) free persons in the family without distinction as to sex; and finally the number of slaves. This was the beginning of the population census which has now expanded until the enumerator is required to write down the name of every individual and opposite the name something like 30 items of information.

The earliest census covered only population. But the census now includes unemployment, agriculture, irrigation, drainage, manufactures, mining and distribution.

Statistics of agriculture, manufactures and mining have been collected in every decennial census since and including that of 1840. A census of manufactures is now taken every two years and a census of agriculture every five years.

The subject of irrigation, which is a branch of agriculture, was added to the list of census inquiries in 1890; while drainage was first covered in the census of 1920.

Distribution is a new subject included for the first time in the present census. It may be described briefly as a census of trade, undertaken to obtain sta-

(Continued on Page 26)



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1930 CENSUS (Continued from Page 24)

tistics of goods sold by merchants and dealers, wholesale and retail, and of the number of persons employed in trade.

Unemployment, considered as a separate subject of inquiry, is also new, although some of the previous population censuses have included a single question asking number of months unemployed during the year.

Over 100,000 men and women will be employed in the work of taking the census of population and agriculture next April, going from house to house to collect and record the information required regarding each family, each individual and each farm in the United States. They will carry on their work under the immediate direction of 574 supervisors. Each supervisor will thus have under his charge an average of about 175 enumerators. But in the individual cases the number will range all the way from no more than 30 enumerators in sparsely settled sections of the country to as many as 450 in large cities.

Each enumerator before he is appointed has to fill out a trial or test schedule, carrying the regular census questions; and the test schedule when filled out is corrected and graded in the Census Bureau at Washington. The corrected test schedules are then forwarded to the supervisor for his guidance in the selection of enumerators, and are ultimately returned to the enumerators themselves in order that they may profit by the corrections. Any candidate who fails to pass the test is of course ineligible for appointment.

As the enumerator must be given a defined area to canvass it is necessary to divide and map the country into about 120,000 enumeration districts. This must be done well in advance of the census and is no small undertaking. It has required the employment in the Census Bureau at Washington of more than 200 clerks and draftsmen working for more than a year under the direction of the Geographer of the Census. It was necessary to secure over 7,000 city and county maps. For some counties there are no maps in existence. So far as possible in such cases maps had to be specially prepared.

In the cities the average enumeration district will comprise about 1,800 people. A single city block may have that number and more. In the city of New York, for instance, about 4,200 enumerators will be employed working under the direction of 14 supervisors. In rural sections the enumerator's district covers more area and includes fewer people. But the country enumerator has to get



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the data for the farms as well as for the people.

On the morning of April 2nd, then, 100,000 or more enumerators, duly sworn and commissioned by the Federal Government, will start out on the great task of taking the Fifteenth Decennial Census of the United States. Each enumerator will be equipped with a portfolio containing a supply of schedules, i. e. sheets on which are printed the questions to be asked relative to every inhabitant and every farm in the United States.

On the cover of the enumerator's portfolio there will be a map or a description of his district. He must visit each and every dwelling place in his district, interview some responsible member of the family, ask the census questions, and enter the answers on the schedules. The law prescribes penalties for refusing to answer and for giving false answers; and it also imposes penalties upon the enumerator for publishing or communicating any information that may come into his possession by reason of his employment in the Census.

The enumerators as a rule will be paid on the basis of the number of persons and farms enumerated, so much per person and so much per farm, the amount varying somewhat according to conditions. In the census of 1920 nearly all the enumerators were paid four cents per name and 30 cents per farm. The enumeration, being paid on a piece price basis, will not be held down to any regular or prescribed hours. But he will be required to complete the enumeration within two weeks in cities and within a month in rural districts; and at the close of each day's work he must fill out and mail or deliver to the supervisor a report card giving number of persons and number of farms enumerated on that day.

When he has completed the enumeration of his district he will send or deliver the schedules to the supervisor, in whose office they will be inspected, checked and if found to be satisfactory, approved. The supervisor will then count and announce the population for each civil division—township, precinct, county, borough, city, or whatever it may be—within his district as soon as the enumeration is completed. The enumerators will then be paid off, and the ton.

All this sounds very simple. But that it is not as simple as it seems is evidenced by the fact that the Bureau finds it necessary to issue a book of 50 or more pages of instructions reinforced by oral teaching in order that

the enumerators may know just what they have to do and how they are to do it.

It takes a superior man or a superior woman to make a good enumerator. Nothing could be farther from the truth than the idea that any able bodied person who can ask questions and write down the answers is qualified to act as census enumerator. It is a job that requires brains and tact as well as conscience and honesty. In the records of previous censuses on file in the Bureau of the Census at Washington there is evidence that some of the enumerators in the past have been incompetent or careless and indifferent. Every precaution will be taken to forestall the employment of any enumerators of that description in the coming census.

A conference will be held in Dallas on January 23-24 to acquaint people of this section with the importance of the Census and this conference will be open to manufacturers and distributors. The Dallas Chamber of Commerce is co-operating with the Census Bureau and a part of this two day conference will be sponsored by the local Chamber.

DALLAS PREPARED

(Continued from Page 7)

Taking everything into consideration 1930 promises to be an extremely active year in Dallas, with Dallas continuing its aggressive leadership in the fast growing, prosperous Southwest.

Before I married Maggie dear
I was her pumpkin pie,
Her precious peach, her honey lamb,
The apple of her eye.
But after years of married life
This thought I pause to utter,
Those fancy names are gone, and now
I'm just her bread and butter.

VERY DEAD

The prodigal returned very late.
"Where have you been?" asked his indignant wife.
After a moment's reflection, he ventured, "The cemetery."
"Good gracious," remarked his spouse, "who's dead?"
"The whole bally lot of 'em," replied her husband, cheerfully.

"Yes," said the hard-hearted father, "I'll take her back."

So they passed his plate and grandfather gave him the last piece of chicken.



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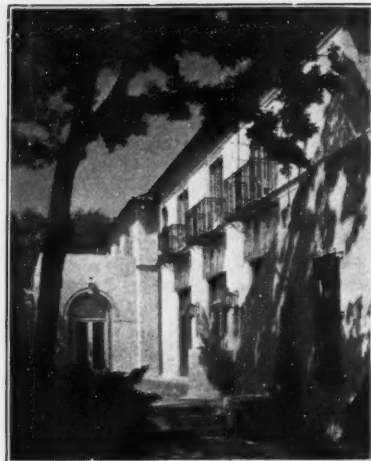
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U. S. Chamber Official To Visit Dallas

Colvin B. Brown, manager of the Commercial Organization Department of the Chamber of Commerce of the United States, one of the foremost authorities of the country on cooperation in industrial and commercial activities, will address the Dallas Chamber of Commerce on January 25, 1930.

He will take for his text "The Business Man and His City," a review of what organized business is doing to develop the communities in which its activities are carried on and to solve its common problems.

Mr. Brown is probably the most outstanding authority on commercial organization affairs in the United States. He follows closely developments in this field in every section of the country, traveling every year many thousands of miles, and his counsel is sought by chambers of commerce in the small towns as well as in the largest cities.

He expresses the conviction, based on his wide experience, that the commercial organization or chamber of commerce movement is emerging from its formative stage and is constantly developing along more practical lines.

"New and complex problems of a very practical sort are arising on the horizon of communities and demanding the collective attention of business men," he says. "Cities are entering the competitive industrial field. They are undergoing amazing structural changes to meet changing transportation conditions and these in turn call for no less striking changes in administrative practice. These profoundly affect all classes of business in the community.

"Business, moreover, has become aware of the necessity of meeting these problems by collective effort. The chamber of commerce in the more advanced communities is becoming as much a recognized institution as the post office and the railway station. It plays an essential and very definite part in the upbuilding of the community and its economic expansion."

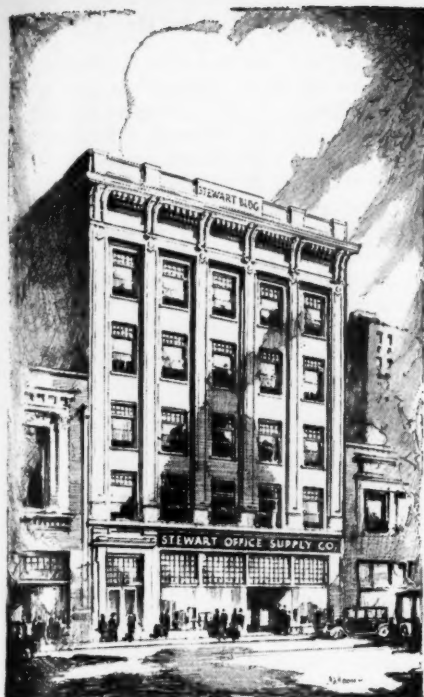
Chamber of commerce secretaries from North Texas towns have been invited to attend a luncheon for Mr. Brown and to confer with him on his visit here. They will hear Sherwood H. Avery, district manager of the Department of Commerce, during the morning of the 25th.

~~~~~  
"You can take your finger off that leak in the pipe now, Father."

"Thank heavens! Is the plumber here at last?"

"No—the house is on fire."

**DALLAS**



In the picture is shown the new home of the Stewart Office Supply Co., one of Dallas' fine office supply houses. The officers of the company are W. N. Stewart, president; E. M. Stewart, vice president, and D. B. Suggs, secretary. The company was established in 1914 and has had a steady growth from that small office to the present modern establishment.

In 1915 the company occupied 800 square feet of space in the building in which they now have three floors of 15,000 square feet, at 1521-23 Commerce Street. The entire five-story building was bought by the company and entirely remodeled to suit the enlarged scope of the company's activities.

#### ADVERTISING, THE VOICE OF BUSINESS

(Continued from Page 4)

cover the family needs and she saves herself time and money by logging her shopping expedition from the pages of her favorite daily newspaper before she sets forth to buy.

Tomorrow's great department store perhaps is now a small shop on some side street or crowded into a two-by-four space between two great buildings. A great industry which will give employment to thousands and send its products around the world is perhaps now no more than a one-horse outfit in the back end of a dusty loft or away from the thick of things on some side street. How will it happen? By hard work, imagination . . . and advertising. It has happened and history has a way of repeating itself.

## Double Barrel Selling . . . .

—is Printed Salesmanship combined with  
Oral Persuasion—telling your story  
logically, emphatically and  
completely

*How* can you be sure that your salesman, when he leaves his prospect, has logically and completely covered every reason for buying, with angles of approach so varied that every strong point is emphasized? How can the salesman himself be sure? Often he walks away to remember later something he might have said.

By the use of printed pieces such as sales manuals, portfolios, booklets, or other sales literature, you are absolutely certain that each sales talk is close to the main facts with all approaches made from an advantageous angle and with the strong points shown in logical order.

To plan and produce effective sales literature the Texas Publication House has gathered a staff of trained workers, and includes among other plant equipment new and efficient type casting machines and fast presses, all manned by printing craftsmen.

A representative of this company will be glad to talk with you concerning the planning and costs of your printing.

☎ Phone 7-1174 ☎

### Texas Publication House, Inc.

2500 McKinney at Fairmount

DALLAS

CREATORS AND PRODUCERS OF EFFECTIVE DIRECT ADVERTISING



### At Your next Meeting—Consider This

**W**HEN YOU MEET to discuss plans for the new year and face the problem of controlling overhead---why not give thought to your insurance costs? Possibly you are paying more for protection than is necessary for safety and service. . . . More than 5,000 business and industrial concerns in the Southwest have learned the secret of converting insurance expense into income. And how? Simply by taking advantage of the direct, economical plan of buying protection. . . . Their savings last year amounted to approximately \$400,000.00---money they would have paid for protection, saved and returned to them in **dividends**. . . . Why unnecessary expense? Convert a part of your insurance expense into income, in 1930.

FIRE • HAIL • TORNADO • PLATE GLASS • AUTOMOBILE  
PUBLIC LIABILITY • WORKMEN'S COMPENSATION  
FIDELITY and SURETY BONDS

## EMPLOYERS CASUALTY CO. TEXAS EMPLOYERS INSURANCE ASSOCIATION

### District Offices

**ABILENE**  
Mims Building  
**AMARILLO**  
Amarillo Building  
**AUSTIN**  
Norwood Building  
**BEAUMONT**  
San Jacinto Building  
**CORPUS CHRISTI**  
Nixon Building  
**DALLAS**  
Interurban Building  
**EL PASO**  
First National Bank Building

**FORT WORTH**  
Dan Waggoner Building  
**HOUSTON**  
Second National Bank Building  
**LUBBOCK**  
Temple Ellis Building  
**SAN ANGELO**  
Holcombe-Blanton Building  
**SAN ANTONIO**  
Central Building  
**TYLER**  
Citizen's National Bank Building

**WACO**  
Professional Building  
**WICHITA FALLS**  
City National Bank Building  
**KANSAS CITY**  
Dwight Building  
**NEW ORLEANS**  
Canal Bank Building  
**OKLAHOMA CITY**  
Commerce Exchange Building  
**SHREVEPORT**  
Giddens Lane Building  
**TULSA**  
Hunt Building

### Inspecting Hotels By Air

Aeroplane travel is having a marked effect on the hotel business in certain parts of the country, according to W. R. Needham, of the Ahrens Publishing Company, who concluded a survey by air of the hotel field from Dallas north to Montreal, and east to Boston by arriving back at Newark Airport this week. Mr. Needham, who traveled as the representative of Hotel Management and Restaurant Management, which his company publishes, traveled 5100 miles by plane in the course of his investigations.

He found a surprising number of passengers flying by day and staying overnight in hotels. One leading aeronautical official told him that his company was "taking the traveling public out of sleepers and putting them into hotels."

"In many cities of the Southwest," said Mr. Needham, "air travel is adversely affecting the hotels. Air travelers can hop two hundred miles to a hotel, transact their business, and be back home the same day. In cities like Dallas, however, most of the trains arrive in the morning, and leave by night. Consequently, train passengers do their business in one day, and only take hotel rooms on the day rates. Planes, however, arrive in the evening, so that air passengers use the hotels for all-night stays, continuing by air in the morning."

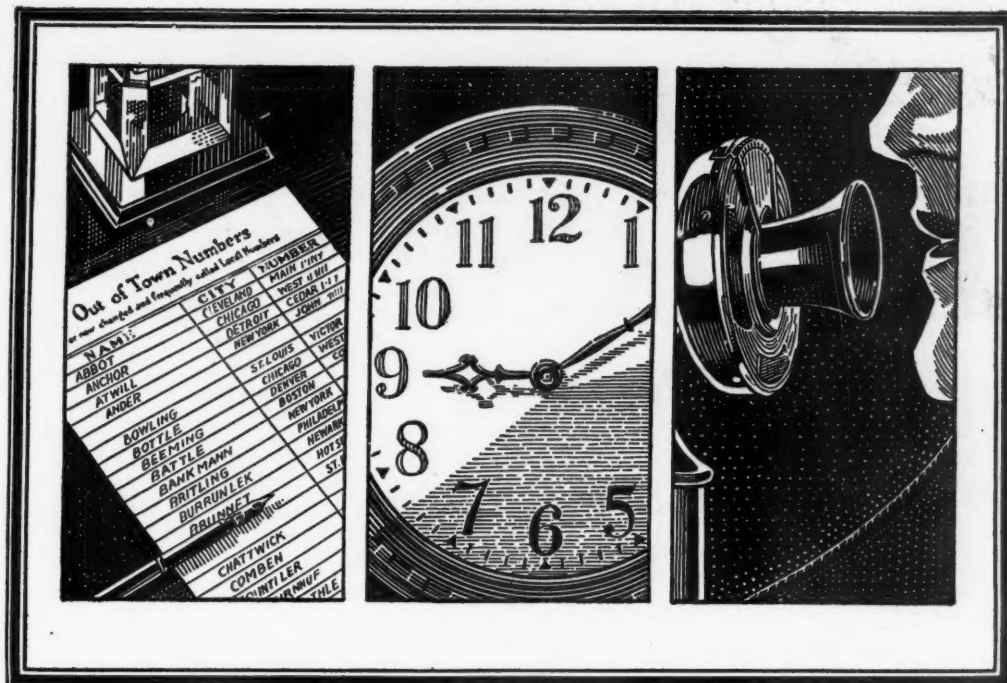
The country is more air minded west of the Appalachians, Mr. Needham reported. However, even New York is beginning to feel the effects of it. This effect will become more and more noticeable, Mr. Needham thinks, as cross-continent flying becomes faster and more common. An official of one of the city's largest hotels said that his company had obtained the catering concession on an airline simply to find out what sort of food is relished by air travelers.

During Mr. Needham's trip, he traveled an average of 366 miles a day, while at the same time averaging six business calls per day. His average speed of air travel was 122 miles an hour.

Two Scotchmen went fishing with an understanding that the first one to catch a fish would buy the other a drink. One got a bite that nearly broke his pole, but he refused to pull it up. The other was fishing without bait.

Phone 2-2032 **GEYER PRINTING Co.**  
HIGH SPEED - AUTOMATIC PRESSES THAT PRINT - NUMBER  
FORM - DATE - CUT - AND - FINISH - ALL IN ONE OPERATION.

# 3 simple Suggestions for Telephoning between Cities



HERE are three simple suggestions that are almost sure to help you in getting the most out of your telephone calls between near and distant towns.

Call by number, whenever you can; it will save your time. It is useful to know the number, especially for calls that you may make frequently. "Information" will gladly give you the number of any person or concern you wish, so that you can make a note of it for the future.

Make your calls when the men you want to reach are likely to be less busy. Try calling before 9:30 in the morning, between noon and 2, or shortly after 4.

Third, speak distinctly into the telephone, keeping your lips close to the mouthpiece. A natural speaking voice such as you use in talking to a man across your desk, makes distant calls as clear as local calls.

Remembering these three points will make your telephone service easier and better than ever. Inter-city calls are ideal for making appointments . . . following up visits . . . clearing away misunderstandings . . . completing buying and selling transactions. Southwestern Bell Telephone Service is

*Convenient . . . Economical . . . Universal.*



We go forth into the new year  
with the hope that 1930 will be as  
good to you as 1929 has been to us.

*The*  
**DORSEY**  
*Company*

Manufacturing Stationers  
Lithographers  
Printers  
Office Outfitters

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Beginning with the February issue of this  
magazine, we are going to take you with us  
and visit the business castles of successful  
men.

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*The Business Man's Department Store*  
Commerce to Jackson at Poydras

